



Hawai'i Tourism Oceania

HAWAII TOURISM OCEANIA NEWSLETTER – MAY 2004

Aloha, Kia Ora, G'day !

It's the 'Month of Lei' in New Zealand and it's welcome to Hawaiian Airlines in Australia !

To follow is an update of some of the major events which Hawaii Tourism Oceania have participated in over the last month, plus an outline of some exciting upcoming activities.

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MAJOR NEWS - AUSTRALIA

Hawaiian Airlines has landed!

Hawaiian Airlines' first flight to Honolulu departed Sydney airport at 9.20pm on Tuesday 18th May. The two days preceding the inaugural saw a number of functions and parties to enthuse the travel trade and media about the new service and the destination. It was great to see the Executive Directors of the 4 Island Chapters in Australia! HTO and the Island Chapters attended the industry function on May 17th along with 200 industry partners, and a media lunch with 30 Australian travel writers on Tuesday 18th May. Festivities continued at the airport gate where members of the Polynesian Cultural Centre performed for the passengers who all received a fresh flower lei prior to boarding – we are not sure if any of the tourists will ever want to leave Hawaii to come home!

Excellent Press Coverage

This is an exert from one of two special trade features appearing in the travel press in Australia in April. Travel Week published a 6 - page feature on the Islands and Travel Trade a 5 page feature. Helen Williams of the HTO was quoted in a number of the articles and Hawaiian Airlines and HTO used the feature to





promote our up and coming Aloha Down Under Roadshow.

There were also a number of features on Hawai'i in the glossy magazines this month. Vogue entertaining featured a story on Hawai'i along with Vacations Magazine who included Hawai'i in their 'Island destinations' supplement

To view more coverage, [click here](#)

Pow Wow:

Pow Wow 2004 was incredibly successful and gave us the opportunity to introduce key wholesalers from New Zealand and Australia, to the Hawaiian suppliers that attended. Mahalo to Caroline Anderson who organized the Hawaii stand, a job VERY well done!

MAJOR NEWS - NEW ZEALAND

Major May Promotion – The Month of May is the Month of Lei

It has been a very busy month so far in New Zealand with some exciting activities taking place around the "Month of May, Month of Lei" promotion. The concept, which has been orchestrated by Hawaii Tourism New Zealand, is designed to put Hawaii 'front of mind' to consumer and trade. The Travel Industry has really come to the party, led by Air New Zealand and Qantas releasing excellent fare packages over the month.

Here's Darragh Walshe speaking on New Zealand's Classic Hits Radio. Please [click here](#) to view more excellent coverage so far.



Highlights of the promotion have been:

- NZD50,000 dedicated advertising campaign by Air New Zealand – the first dedicated Hawaii campaign for years

- 5 Night packages for under NZD1250 return.
- Media coverage from fresh flower lei visits celebrating Lei Day
- Month of Lei feature in Travel Trade Magazine
- Headline banner ads in Tabs on Travel weekly magazine
- On-line coverage in travel websites Travelonline & Holiday Shoppe
- Co-op promotions with Escape Holidays, Gullivers Pacific, Infinity Holidays & Travelplan
- Wholesale Trade Breakfast to launch the month

UPCOMING EVENTS AUSTRALIA

Aloha Down Under – Aloha Down Under, in conjunction with Hawaiian Airlines is due to take place from 31 May – 4th June in Sydney, Melbourne and Brisbane Australia. We have 23 Hawaiian suppliers joining us for the event and are looking forward to training over 600 agents throughout Australia. We intend to put this event in the program for 2005 and will advise timings and costs for next year in the next newsletter.

The Great Outdoors:

Australian TV travel show "The Great Outdoors" will be coming over to the Islands of Aloha. It is a real coup and in conjunction with Hawaiian Airlines we are looking forward to hosting them.

The Great Outdoors is a travel show on the Seven Network Ltd in Australia, hosted by Ernie Dingo, one of Australia's most recognized and loved television personalities. You may remember him from "Crocodile Dundee II". The presenter who would be doing the story on the Big Island is Laura Csorban, one of Australia's most popular television personalities and a former Miss Australia. "The Great Outdoors" has a weekly audience of over 2 million - which works out to roughly 10% of the entire Australian population.

This year marks its twelfth year on Australian television. The show airs prime time 7:30pm on Monday nights for one hour, is repeated on Saturdays and is broadcast in New Zealand too.

The crew will be filming on Kauai and the Big Island at the beginning of June.

Channel 7 "Sunrise" Outside Broadcast

Morning Television show 'Sunrise' will be broadcasting live from Hawai'i their breakfast show. The live broadcast will take place from 28 Jun – 2nd July from Oahu with segments filmed on all of the islands. This visit is in conjunction with Qantas and Qantas Holidays.

Media Visits:

Kay O'Sullivan, from the Age Newspaper in Melbourne is due to visit Oahu at the end of May .

UPCOMING EVENTS NEW ZEALAND

Visit USA 2005

We promise to get dates of important events to you as soon as we can. And we are pleased to announce that New Zealand's main USA Trade show will be taking

place in Auckland on Thursday 3rd February 2005. This year the show was attended by close to 350 Travel Agents and provides a great platform to meet the New Zealand industry. Please [click here](#) to find out more information including registration form.

Upcoming June Events

- Trade Training – wholesale staff
- YTD discussions with Wholesalers & local Hawaiian representatives
- Development of Travel Agent Specialist Program
- Trade co-op activities
- Monthly media e-newsletter

MAHALOS OF THE MONTH

Thanks to all the Hawaiian operators coming down to attend Aloha Down Under, it has been a pleasure working with you thus far and we look forward to welcoming you 'down under'!

Mahalo to all the Island Chapters for their on going hard work, especially with the extensive media requests and arrangements.

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